



Job Description

Director - Digital Knowledge Management (DKM)

Job Objective or Overall Purpose Statement

The Digital Knowledge Manager is responsible for overseeing the identification, creation, curation, and sharing of all digital knowledge. This includes provider, department, and facility names, addresses, phone numbers, related provider information (e.g., board certifications, specialties treated), official social accounts, hours of operation, approved photos, descriptions, and more — all with the goal of growing patient engagement and acquisition through today’s mobile, voice, and AI-powered services.

Job Level

This is a mid-level level role reporting to the SVP of Marketing. The Digital Knowledge Manager will collaborate with senior members of the health system and help shape the direction of the health system’s digital marketing efforts.

Scope of the Position

This role will be responsible for developing and maintaining the health system’s digital knowledge — the public facts about the system — across today’s digital ecosystem of maps, apps, search engines, social media sites, and other AI-powered discovery services. The role is also responsible for driving success and meeting measurable metrics across all touchpoints. It will work closely with the core digital marketing teams (search engine optimization, paid search, and social media marketing), and with PR, marketing, IT, sales, design, and external vendors in support of all marketing efforts (both digital and otherwise) — helping them adhere to a common, centralized message and incorporate data as needed for marketing purposes.

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Duties or Tasks Performed Critical to Success

- Works directly with employees across operations, marketing, credentialing, communications/PR, SEO, paid search, social media, IT, and others groups to influence decisions about investment and direction
- Acts as an advocate for our health system in social media spaces and online reviews sites
- Supports highly visible marketing assets, including corporate websites, advertising campaigns, and email campaigns
- Works with other groups in the health system to align on messaging and support
- Provides essential strategic support for marketing by assisting with the development and coordination of marketing and promotional campaigns
- Conducts regular meetings with senior management to share new trends, information, and insights to educate all teams internally on new opportunities, technologies, and shifts in consumer behavior driven by new technologies
- Attends seminars and conferences to understand emerging trends, and brings back key data points for the company
- Focuses on embracing leading edge technologies with the goal of determining what, if any, new or modified digital knowledge is required from the company, and determines how to surface and publish that data for maximum positive impact toward the health system's goals
- Owns source tracking (internally) for all pertinent digital knowledge for the health system, providers, and the brand
- Arbitrates data discrepancies to guide teams to one common source for data integrity, which will be shared across all teams
- Participates in yearly budget and health system direction planning sessions, offering input to guide key stakeholder decisions
- Offers strategic input on technology investments for the health system
- Creates and manages the process to identify areas for improvement, investment, or alignment across the health system's digital assets
- Reviews regular internal audits to ensure website remains compliant with known best practices in digital marketing (organic optimization, markup, usability, etc.)

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Abilities & Skills Critical to Success

- Knowledge of the healthcare industry and of digital marketing
- Ability to handle patient and organizational information in a confidential manner
- Sufficient knowledge of medical terminology to perform responsibilities
- Knowledge of SEO optimization and marketing principles and law related to position responsibilities
- Demonstrated knowledge of current web technologies, with the ability to identify relevant emerging technologies and their potential uses is essential — ability to develop strategy for the same
- Demonstrated project management ability is essential, with the ability to use web analysis tools to generate effective and timely ROI reports
- Sufficient knowledge of mathematics
- Proficient in operating a standard desktop and Windows-based computer system, including but not limited to, marketing software, Microsoft Word and Excel, intranet and computer navigation — ability to use other software as required while performing the essential functions of the job
- A wide degree of innovativeness, creativity and latitude is expected — passion for creating and consuming all types of digital content, including traditional websites, social platforms, blogs, podcasts, etc.
- Excellent communication skills in both written and verbal forms, including proper phone etiquette and traditional business writing — ability to speak before groups of people.

Want to learn more about how a Digital Knowledge Manager can help align your programs, processes, and people to ensure the information about your health system is accurate and consistent everywhere patients are searching?

[Request a demo of the Yext Knowledge Engine today.](#)

Yext is the leading Digital Knowledge Management (DKM) platform. Yext's mission is to give companies control over their brand experiences across the digital universe of maps, apps, search engines, voice assistants, and other intelligent services that drive consumer discovery, decision, and action. Today, thousands of businesses, including brands like Vanderbilt Health, Steward Health Care, and OhioHealth use the Yext Knowledge Engine™ to manage their digital knowledge in order to boost brand engagement, drive foot traffic, and increase sales.

